

Indiana WIC Vendor Notice 17-1

Date: October 28, 2016

To: Indiana WIC Vendors

From: Lyndsay McConnaughey, State Vendor Manager

Re: Sunbeam 16 oz. 100% Whole Wheat Bread is WIC Authorized

Prior to the creation and release of the 2017 Vendor Food Card, Sunbeam 16 oz. 100% Whole Wheat bread was determined to be non-WIC eligible. The member from your store who attended the annual mandatory Indiana WIC vendor training was notified that this item would not be eligible for WIC purchases after September 30, 2016. Since that time, further discussion with the manufacturer has led Indiana WIC to reverse that decision.

Therefore, Sunbeam 16 oz. 100% Whole Wheat bread is an authorized WIC food and is eligible for purchase by any Indiana WIC client as a bread/whole grain item. With this being said, it is important to explain that this item is not listed on the 2017 Vendor Food card, there is not a purple shelf tag for this item, and it is not listed as an approved food in the client program booklet. This item is active/authorized in the approved products list (APL) so it will be able to be purchased for eWIC transactions for clients that have benefits for bread/whole grains. WIC clients still using checks should also be allowed to purchase this bread.

Local agency staff will be responsible for notifying clients that this product is still eligible for WIC purchases even though the program booklet does not list this item as an approved whole grain option.

Thank you for your continued support of Indiana WIC. If you have any questions, you can contact Indiana WIC at 800-522-0874 and ask for the Vendor Consultant in your area.